

# Birthday / Anniversary Programs

## The Highest Return on Your Marketing Dollar

Just about everyone has participated in a Birthday or Anniversary program at some point. Taking advantage of that free Birthday meal or discounted retail item is a consumer rite of passage. More importantly for our customers, a properly executed Birthday and/or Anniversary Club program is an efficient marketing tool that can be a huge financial boon.

A little known secret is that Birthday and Anniversary programs commonly **generate response** rates in the **double digits**. Many have been known to generate 20% to 30% returns and additionally help **boost long-term** retention rates!

### Timeliness and Personalization

The key benefit of a Birthday or Anniversary program is the timeliness of the communication. It creates the personalization that is so essential to making an emotional connection focused on your company's brand values. Unfortunately, companies often pass on these programs because of common misconceptions. Be aware of the following:

1) **Birthday/Anniversary programs are deployed by companies with premium brands.** For example, a consumer could enjoy fine dining at Ruth's Chris Steakhouse, as well as participate in their very successful Birthday program. Sure, they do not call it a "club", and their Birthday invite is a bit more upscale than your standard postcard offer, but it is still a direct marketing campaign centered around making their guests feel valued on their birthday.

2) **Birthday/Anniversary programs are industry independent.** Everyone knows how successful these programs are for eateries, but what is not so widely recognized is how this same program is being applied to a multitude of industries. Imagine enjoying a 1/2 priced pair of Birthday jeans at a casual clothing store, or during your Anniversary month getting a free "gift" when you purchase over \$500 at a noted jewelry store.

3) **Birthday/Anniversary programs are simple to administer.** Like any new program, there will be some initial training, but it is no more difficult than any other company promotion. ADM knows how to administer these programs so they not only achieve stellar ROIs, but also enhances customers' loyalty and thereby improve retention.



“We mail over 80,000 mailers every month to our Birthday and Anniversary members and have consistently received over 30% results for the last 8 years. This is by far the most **successful** marketing we do.”

Matt Coulter - Don Jose Restaurants